

We claim:

1. A method for selecting advertisements for presentation to client computers on a computer network, comprising:
  - (a) having on a server computer a plurality of possible advertisements that may be presented to a client computer and having at least one key word associated with each advertisement;
  - (b) receiving from a client computer a request for delivery from a server of a document containing words;
  - (c) selecting from the plurality of advertisements a first selected advertisement and a second selected advertisement for which an associated key word matches a word in the requested document;
  - (d) comparing a value associated with the first selected advertisement and a value associated with the second selected advertisement and further selecting the advertisement with the higher value; and
  - (d) delivering to the client computer the further selected advertisement along with the requested document.
2. The method of claim 1 further comprising giving greater weight to matching words that are close to a beginning of the document than matching words that are farther from the beginning of the document.
3. The method of claim 1 further comprising: tracking keywords entered by a user into a search engine to find the document and then delivering still more targeted ads for that particular user based on the keywords entered by the user to find the document.
4. The method of claim 1 further comprising: using words entered by a user in prior searches to determine the advertisement to be presented to the user when subsequently viewing other pages regardless of the content on the page.